Support to Indian films for tapping overseas markets

1775. SHRIMATI HEMA MALINI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Govemment are aware that Indian film makers are poised to increase their shares across the world and also planning to tap newer, overseas markets in the US, UK and South East Asia;

(b) if so, whether it is a fact that there is emerging global markets for Indian films;

(c) if so, whether Government is prepared to extend encouraging and needful support to Indian film makers;

(d) if so, the details thereof; and

(e) if not, the reasons therefore?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Yes, Sir. The growing Indian diaspora around the world has created a market for Indian films overseas that continues to grow at a rapid rate. As per the Price Water House Coopers Report of 2007 conducted by FICCI, the overseas market is currently estimated to be worth Rs.700 crores in 2006 and is expected to grow at a Compound Annual Growth Rate of 18%. It is expected to reach Rs. 850 crores during 2007. In accordance with the feed back received from representatives of Indian Film Industry, markets for Indian film are growing steadily in North Europe, Germany, France and Japan. In China too, there is huge untapped film market. Recently, the mainstream cable companies in the United States have started a "Video on Demand" for Indian films. Latin America is also considered as a new market for Indian films.

(c) and (d) Recognising the potential of export of Indian films abroad, Government of India has taken several steps to encourage promotion of Indian films. They are as follows:

(i) To promote Indian films, Government of India through its Plan Scheme "Participation in foreign Film Festival/Markets", encourages Indian companies and producers to participate in global film festivals and markets such as Cannes Film Festival/Market, American Film Market, MIPCOM, etc. Further, in order to promote cinema, Government of India is spreading awareness and to enhance the visibility of our film industry by organizing India pavilion in number of film markets, screening of Indian films, in different International film festivals. Indian film festivals are also organized in different countries regularly.

(ii) Audio-visual co-production agreements have been signed with Republic of Italy, United Kingdom, Brazil and Germany and similar proposals with other countries are being explored to expand revenues of finances and markets to the Indian film industry.

(iii) In order to ensure all round development of film industry, five Core Groups, comprising of the representatives of the film industry, have

been constituted to submit its suggestions on measures to promote the film industry. A Core Group on "Export of Films and Related Issues" has submitted its recommendations and action is being taken.

(iv) Efforts are being made to ensure constitution of Export Promotion Forum/Council by the film industry. Such Forum, as and when constituted, could seek financial support from the Government of India for development of export markets and participation therein.

(v) Films are permitted to be exhibited in film festivals in India and abroad under ATN Carnet.

(e) In view of the reply given in (c) and (d), (e) is not applicable.

Women and child programmes on TV

1776. SHRIMATI VIPLOVE THAKUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the programmes concerning women and child on Doordarshan (DD);

(b) the Government's response on such programmes;

(c) whether Government have evaluated their reach contents, etc. recently; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Doordarshan has been producing and telecasting various campaigns on issues related to women and children on Doordarshan Network. The progress on social development covers Female Foeticide, Pre-Natal Diagnostic Techniques (PNDT) act, Domestic Violence, Discrimination among genders, Nutrition's Education and all the issues laid down in National Rural Health Mission (NRHM). Various Kendras of Doordarshan also telecast programmes on women and children on regular basis.

(b) The campaigns undertaken by Doordarshan are funded by Union Ministries of Health and Family Welfare, Women and Child Development and HRD etc.

(c) and (d) "Kalyani" is a major campaign of Doordarshan which is in collaboration with the Ministry of Health and Family Welfare. This programme has covered all aspects of health. However, due to special focus on women and children in the community, 'Kalyani' programme was divided into two parts *i.e.* Kalyani I and Kalyani II. Kalyani II has complete focus on reproductive and children health needs of the community. The objective of this programme is to highlight and create awareness of focused interventions of reproductive and child health.

A study was conducted to evaluate the impact of these programmes designed and telecast on nine TV channels of Doordarshan. The programme has been found successful in creating a brand out of Kalyani. Over 1,200 Doordarshan Kalyani Health Clubs with over 24,000 members have been established which help improve awareness among the people in the community. It has been found that the